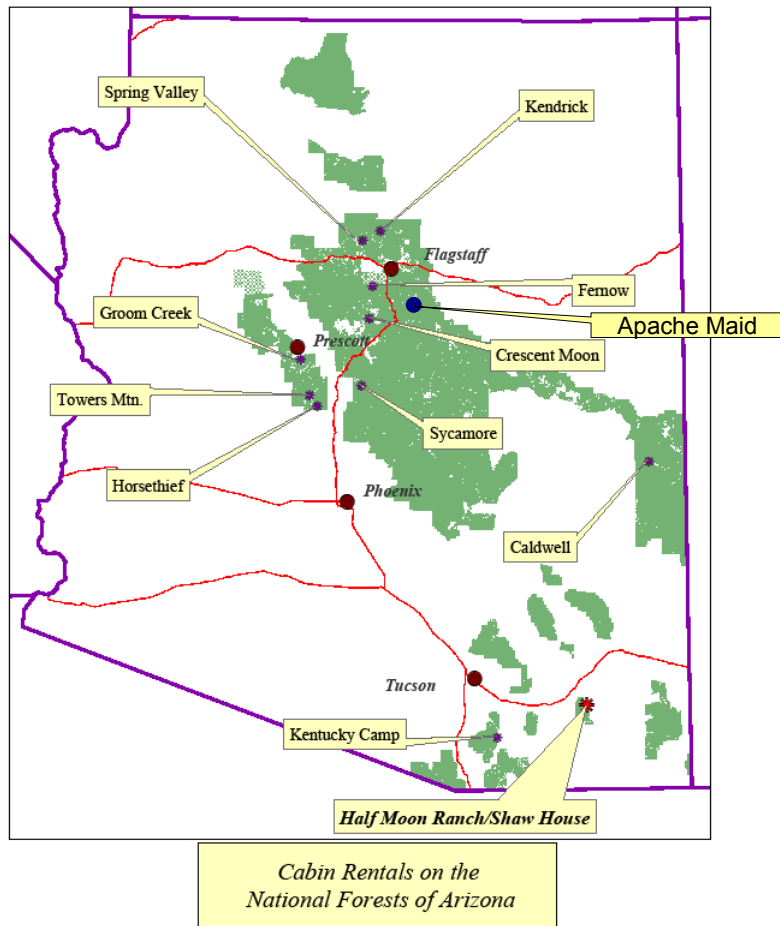


**Apache Maid Cabin
"Rooms With A View"
Arizona Cabin Rental Program**



**Coconino National Forest
Proposal For Inclusion under REA
July 2008**

Apache Maid Cabin - Location and Setting



History of the Apache Maid Cabin

- Constructed by ranchers Charles Babbitt and Biscuit Bill Dickerson - 1908
- Acquired by the Forest Service and used as Woodland Ranger Station 1912, after 1917 referred to as Apache Maid.
- Cabin used as secondary administrative site for Beaver Creek Ranger Station - 1912-1932
- The cabin was used for fire lookout housing and seasonal housing from the 1930s through the 1970s.



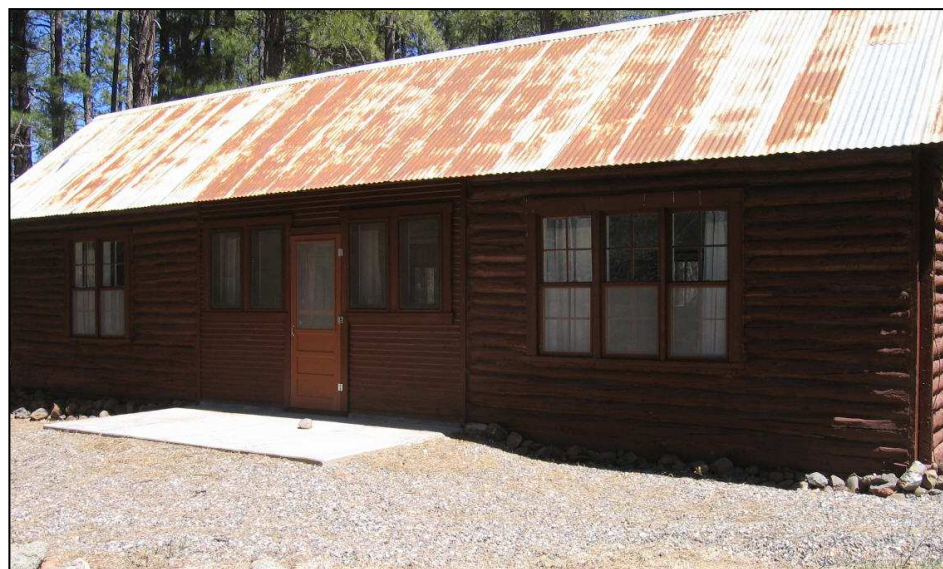
Apache Maid Cabin circa 1948.

Apache Maid - Proposal

Proposal:

Make Apache Maid Cabin available for overnight rental

- Proposal meets FLREA criteria for an expanded amenity fee - “rental of cabin or historic structure”
- Additional fee of \$9 per reservation is charged by NRRS
- Cabin has ever been rented.
- Cabin provides a unique experience and rustic setting.



Apache Maid – Cabin Rental Business Proposal

Highlights of existing “Rooms with a View” Business Plan (2003) & R3 Cabin Feasibility Study (2008)

- A statewide program for multiple cabins managed with common objectives and pooled resources
 - Provide a unique recreation experience on National Forest lands
 - Generate \$\$ for maintenance and repair of underused buildings
 - Restore and rehabilitate historic facilities and adapt them for rental
- Has options for rental management
 - Forest Service staff
 - Volunteer staff with Forest Service oversight
 - Contract
- Rental fees were determined for this facility by incorporating current guidance that includes the Forest Service Manual,⁴ OMB direction,⁵ and Recreation Enhancement Act (REA) legislation.⁶ Prices are based on benefits and services received, cost recovery, and other providers.

Apache Maid - Amenities

- 2 bedrooms 520 sq ft of indoor space, 6 person capacity
- Propane stove, heater, and lights
- Beds for 6 people
- Kitchen, cupboards, and table
- Pots, pans, utensils
- Picnic table and chairs.
- Gas grill
- Fire pit area
- New restroom – separate building



Apache Maid - Amenities and Attractions

- Within 2 hours of Phoenix, and ½ hour from Sedona.
- 1 mile from Beaver Creek Wilderness
- Outdoor recreation activities including hiking, biking, and OHV use.
- Attractions within 1 hour's drive include: Red Rock country, Montezuma Castle National Monument, Toozigoot National Monument, and Slide Rock State Park.
- Secluded and shaded forest location.



Apache Maid - Management and Marketing

Management

- Reservations made through NRRS
- Forest Service is responsible for:
 - Customer service (welcome, site tours, orientation, Q&A)
 - Weekly cleaning (trash pickup, interior cleaning, yard maintenance)
 - Minor maintenance (plumbing, hardware, appliances)
- Coconino National Forest completes major maintenance and pays utility bills.

Rooms with a View Marketing tactics

- handouts, brochure, Web pages, newspaper & magazine articles



Apache Maid Cabin - Justification for Fee

1. Fee is only source of funds for annual operation & maintenance. The fee is set to cover standard O&M with some money left over for major maintenance
2. Fee is only source of funds for “landlord” maintenance and desired improvements
3. Accrued fee collections less annual expenses will be used to fund major maintenance and improvement projects
 - maintenance of roofs, walls and foundations
 - propane system
 - accessibility
4. Few comparable sites in area -
 - Beaver Creek Wilderness
 - Proximity to Sedona
 - hiking, biking, and OHV use.



Apache Maid - Financial Details

Projected Annual Revenue & Expenses

Projected Revenue for both houses -

150 days* @ \$75.00 per night (less the 5% fund) \$10,688

Projected Expenses-

Administrative oversight including Operations & Maintenance
Utilities and Water Testing \$2,500**

Net annual accrual for Capital Improvements \$8,188

* **Occupancy**- The cabin is available for 210 days/year, 150 days of occupancy equals an estimated 70% occupancy rate. Occupancy numbers used are considered realistic occupancy numbers for the facilities. These numbers are based on past performance of facilities in the region and other similar facilities across the country. Furthermore, estimations of occupancy are based on demand factors affecting Forest Service recreation lodging facilities.

** **Base O&M**- Costs were ascertained using the Forest Service corporate data system for infrastructure known as Infra.

Apache Maid Cabin- Social/Economic Impacts

- **Social/Economic Impacts:** Providing the cabins to the public has several benefits. There is a benefit in that historic buildings in a unique forest setting are available to the public for a recreation experience. Judging from comments recorded at other historic building rentals, the public appreciates that rental proceeds make operation and maintenance possible so that significant structures do not deteriorate from neglect.
- **No Action Alternative:** No Action in the case of this proposal would mean keeping these facilities out of the highly successful rental program. The effects of this would be an unstable source of funding for the building's upkeep and preservation, as the buildings are no longer needed for administrative purposes. Additionally, the public would not be able to enjoy the popular experience of staying in a historic Forest Service cabin.



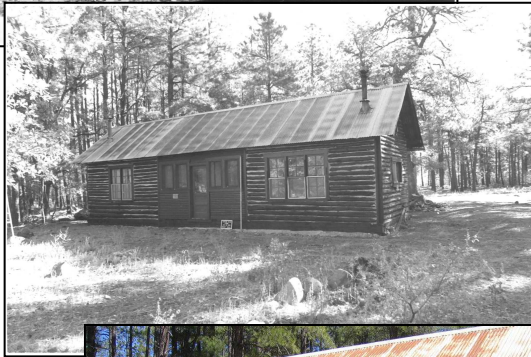
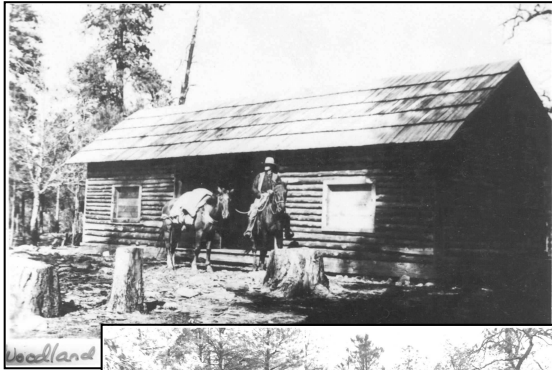
Apache Maid - Public Involvement

Date(s) of PI Activity	Type of Public Involvement	Audiences Reached	Feedback Received (Yes/No)	Synopsis of Feedback	Amount of Time & circulation
Dec. 28, 2008	Red Rock News	General Public	No	None	1 Week 1000+ people
July 13, 2007	Federal Register Notice	General Public	No	None	1 day
Feb. 4, 2008	Notice posted on Coconino Forest Website	General Public	No	None	5 months
April 10, 2008	Notice posted at entrance gate of Apache Maid	Campers in area; vehicle traffic	No	None	3 months, 50-100 people
April 10, 2008	Notice posted quarter mile east of the AM access road on FR229	Campers in area; vehicle traffic	No	None	3 months, 50-100 people
June 10, 2008	News Release	AZ newspapers	No	None	
June 10, 2008	News release featured on www.isedona.com community based webpage	General Public	No	None	1 week Est.200+ people
June 10, 2008	Sedona Arizona Cabin homepage: http://www.south-of-flagstaff-arizona.com/sedona-arizona-cabin.html	General Public	No	None	Still running. Est. 100+
June 21, 2008	Arizona Daily Sun	General Public	No	None	Sat. Ad 20,000 circulation

Apache Maid- Summary of Public Involvement

- **9 Instances of Public Outreach**
- **2 news releases**
- ¼ page advertisement in the June 21st (Saturday) Daily Sun newspaper
- Public outreach to over 20,000 people.
- No comments for or against the proposal.
- Public outreach indicates non-controversial use of the Apache Maid cabin.

Apache Maid Cabin- Summary of Proposal



SUMMARY of PROPOSAL

Apache Maid Cabin Fees –

- Meet FLREA criteria as an expanded amenity fee
- Is proposed based on sound management
- Is justified based on market demand, amenities, occupant capacity and price comparisons
- No negative comments and appears to be supported following public involvement